**TD SIFE Entrepreneurship Challenge**

**Criterion 1: Considered and accounted for the economic, social and environmental factors relevant to their entrepreneurship project(s)?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Disagree | Neutral | Agree | Strongly  Agree |
| Considered and accounted for relevant economic factors |  | 2 | 10 | 9 |
| Considered and accounted for relevant social factors |  | 5 | 9 | 7 |
| Considered and accounted for relevant environmental factors |  | 6 | 9 | 6 |

**Overall Rating**: Excellent (5) Very Good (4) Good (2-3) Insufficient (0-1) 4 12 5

**Comments:**

- Did not see the social impact factors.

- Great idea. Not certain it hits the quality of life and standard of living components as much.

- Did not discuss environmental factors.

- Excellent handout.

- Great job identifying a way to help local businesses.

**Criterion 2: Empowered an audience in need of entrepreneurship education?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Disagree | Neutral | Agree | Strongly  Agree |
| Performed needs-assessment | 1 | 1 | 15 | 4 |
| Project(s) responded to a need for entrepreneurship education. |  |  | 14 | 7 |
| Applied an engaging and collaborative approach with audience |  |  | 13 | 8 |
| Transferred valuable knowledge and/or skills related to entrepreneurship |  |  | 6 | 15 |
| Successfully built capacity and incorporated solutions for individuals to take responsible actions for long-term success |  | 1 | 7 | 13 |

**Overall Rating**: Excellent (5) Very Good (4) Good (2-3) Insufficient (0-1)

8 12

**Comments:**

- maybe conduct evaluation with each client that tests the transfer of knowledge.

- Yes, you trained them!

**Criterion 3: Applied business and economic concepts and an entrepreneurial approach to help their audience learn how to succeed as an entrepreneur?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Disagree | Neutral | Agree | Strongly  Agree |
| Applied sound business and economic concepts |  | 3 | 12 | 6 |
| Applied entrepreneurial approaches |  | 1 | 13 | 7 |

**Overall Rating**: Excellent (5) Very Good (4) Good (2-3) Insufficient (0-1)

5 10 5

**Comments:**

- Loved that you charged for your sessions.

- Difficult to see this in the presentation.

**Criterion 4: Improved the quality of life and standard of living of their audience through entrepreneurship education?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Disagree | Neutral | Agree | Strongly  Agree |
| Utilized appropriate and effective evaluation methods |  | 4 | 13 | 3 |
| Achieved quantitative results |  | 5 | 11 | 4 |
| Achieved qualitative results |  | 3 | 11 | 6 |
| Positively impacted through entrepreneurship education |  |  | 11 | 9 |

**Overall Rating**: Excellent (5) Very Good (4) Good (2-3) Insufficient (0-1)

5 9 5 1

**Comments:**

- You need to add the actual increase in hits, viewings, etc. on facebook, linkedin, twitter.

- Light on specifics in measurement. Great follow-up items.

- Could use more quantitative results – analytics, traffic results.

- Would like to see more on how initiative is evaluated. Metrics. Maybe show one case study. Maybe talk about cost savings as well (not using traditional media saved xx).

- Need to present results and numbers.

- Need to touch more on impact to revenue.

- Need hard data to share.

- Link in more impact to increased revenues – how organizations have better informed demographics info – how they are using this info.

- It would have been good to see more info on the increased social media traffic.

**Criterion 5: Created a strategy for the continuation and expansion of their entrepreneurship program and their SIFE team to ensure future success and long-term sustainability?**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Disagree | Neutral | Agree | Strongly  Agree |
| Built foundation for contribution and/or expansion of their entrepreneurship program | 1 | 4 | 10 | 5 |
| Built foundation for continuation and/or expansion of SIFE team | 1 | 5 | 10 | 4 |

**Overall Rating**: Excellent (5) Very Good (4) Good (2-3) Insufficient (0-1)

4 8 5 3

**Comments:**

- How will SIFE continue this after your team graduates?

- Need more clarification on how the program will continue.

- Not really sure about sustainability other than govn’t partnership.

- Was not discussed or evident.

- What is the plan for going forward?

- Good partner program with Govn’t.

**Overall Comments:**

- More analysis of numbers needed.

- Succession/expansion of SIFE not discussed

- Great concept. You could expend this to other business needs.

- (more focus on ROI for inventory in social media)

- Fantastic idea, I hope you are successful outside of Clarenville as well!

- Very clear one-pager

- Great idea! Great presentation. You all presented well and answered the questions well.

- Great program however, you might want to think about a more robust measurement system for success.

- With measurability – don’t worry about discussing impact on revenue (this is very difficult to measure) – use analysis, traffic, conversion, etc. These results will be impactful in your presentation.

- Great passion and energy. Your community is benefitting from what you are doing! Bravo!

- The best part was that you were so focused. You are all clearly talented entrepreneurs.

- Next time include the detail – you are all amazing!

- Handouts were/are outstanding – made it easy to mark you so high!

- Fabulous presentation. Focused. Clear Handout. Passionate!

- Great powerpoint, needs to focus a little more on bottom line of clients.

- More info on outcomes needed (section 4).

- More results driven.

- need to demonstrate success.

- (Every business needs to know who, where, what, why about their customers – social media is the easiest way. Right project – very appropriate.)

- Fantastic presentation. Emerging business trend, lots of impact on businesses and key stakeholders.

- I would link how having the college participate and add to curriculum will ?? for education piece as well.

- Fantastic, very well done. Extremely engaging.

- It may be helpful to focus on increasing your skills set and knowledge base of social media in order to bring back businesses (retention).

- Great presentation. Very engaging.

- Great job, I like that as a small team, you focused on 1 project.

- You have the opportunity to really highlight the difference you made by tracking hits/impressions on the social media sites before and after. Utilize these numbers.

- Great job. Good use of humor.